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How Americans View AI and Its Impact on People and Society

Americans see a role for AI in some areas of society but want more control over its use. About half say it'll erode creative thinking

BY *Brian Kennedy, Eileen Yam, Emma Kikuchi, Isabelle Pula, Javier Fuentes*

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How we did this

Pew Research Center conducted this study to understand Americans' views of artificial intelligence (AI) and its potential impact on people and society. For this analysis, we surveyed 5,023 adults from June 9 to 15, 2025. Everyone who took part in this survey is a member of the Center's American Trends Panel (ATP), a group of people recruited through national, random sampling of residential addresses who have agreed to take surveys regularly. This kind of recruitment gives nearly all U.S. adults a chance of selection.

Interviews were conducted either online or by telephone with a live interviewer. The survey is weighted to be representative of the U.S. adult population by gender, race, ethnicity, partisan affiliation, education, presidential vote (among voters) and other factors. Read more about the ATP's methodology.

Here are the questions used for this report, the topline and the survey methodology.

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How Americans View AI and Its Impact on People and Society

Americans see a role for AI in some areas of society but want more control over its use. About half say it'll erode creative thinking

Key takeaways

- Americans are much more concerned than excited about the increased use of AI in daily life, with a majority saying they want more control over how AI is used in their lives.
- Far larger shares say AI will erode than improve people's ability to think creatively and form meaningful relationships.
- At the same time, a majority is open to letting AI assist them with day-to-day tasks and activities.
- Most Americans don't support AI playing a role in personal matters such as religion or matchmaking. They're more open to AI for heavy data analysis, such as for weather forecasting and developing new medicines.
- Americans feel strongly that it's important to be able to tell if pictures, videos or text were made by AI or by humans. Yet many don't trust their own ability to spot AI-generated content.

Artificial intelligence tools are now playing a role in many aspects of life and society, spanning politics, the arts, work and beyond. While Americans express some openness to AI's potential benefits, they're concerned about its impact on some human abilities, according to a new Pew Research Center survey.

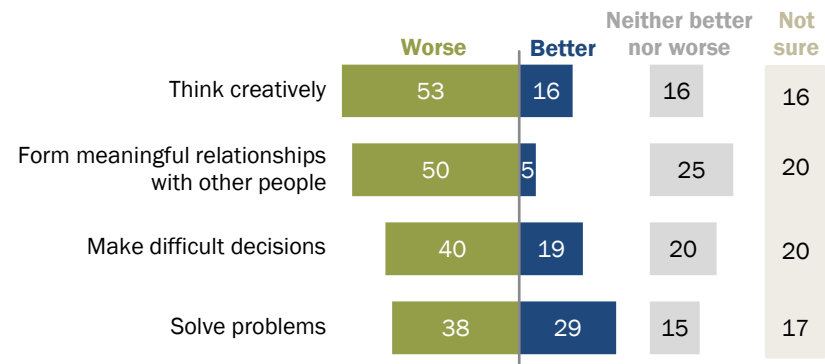**U.S. adults are generally pessimistic about AI's effect on people's ability to think creatively and form meaningful relationships:** 53% say AI will *worsen* people's ability to think creatively, compared with 16% who say it will *improve* this. An identical share (16%) says AI will make this skill neither better nor worse.

Far more say AI will *worsen* rather than *improve* people's ability to form meaningful relationships (50% vs. 5%). One-quarter say AI won't make this better or worse.

About half say AI will worsen people's ability to think creatively and form meaningful relationships

% of U.S. adults who say the increased use of artificial intelligence (AI) in society will make people's ability to do each of the following …

	Worse	Better	Neither better nor worse	Not sure
Think creatively	53	16	16	16
Form meaningful relationships with other people	50	5	25	20
Make difficult decisions	40	19	20	20
Solve problems	38	29	15	17

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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Americans are relatively more optimistic about AI improving problem-solving: 29% of U.S. adults say it will make people *better* at this skill. Still, a larger share (38%) says AI will make this *worse*.

Notably, sizable shares of U.S. adults are uncertain about these questions. Between 16% and 20% say they aren't sure about whether AI will have a positive or negative impact on these human skills.

Building on our larger body of work tracking public opinion about AI's societal impact, this study examines how Americans view AI's effect on human abilities, as well as broader questions about AI's impact on society. The survey, conducted among 5,023 U.S. adults from June 9 to 15, 2025, also updates our trends on Americans' AI awareness and attitudes. In addition, in open-ended responses, survey respondents describe in their own words what they see as AI risks and benefits to society.

AI awareness and attitudes

Americans are forming impressions of AI at a time when nearly all U.S. adults (95%) say they have heard at least a little about it.

Overall, Americans continue to be wary about its broader impact:

- 50% say they're more concerned than excited about the increased use of AI in daily life, up from 37% in 2021.
- 10% are more excited than concerned.
- 38% say they're equally excited and concerned.

And more than half of Americans (57%) rate the societal *risks* of AI as high, compared with 25% who say the *benefits* of AI are high. When asked to describe in their own words why they rated the risks as high, the most common concern mentioned was about AI weakening human skills and connections.

In their own lives, about six-in-ten say they'd like more control over how AI is used, compared with 17% who are comfortable with their amount of control and 21% who are unsure. Still, nearly three-quarters say they'd be willing to let AI assist at least a little with day-to-day tasks and activities.

50% of Americans are more concerned than excited about the increased use of AI in daily life

% of U.S. adults who say the increased use of artificial intelligence (AI) in daily life makes them feel …

	2021	2022	2023	2024	2025
More **excited** than concerned	18	15	10	11	10
Equally excited and concerned	45	46	36	38	38
More **concerned** than excited	37	38	52	51	50
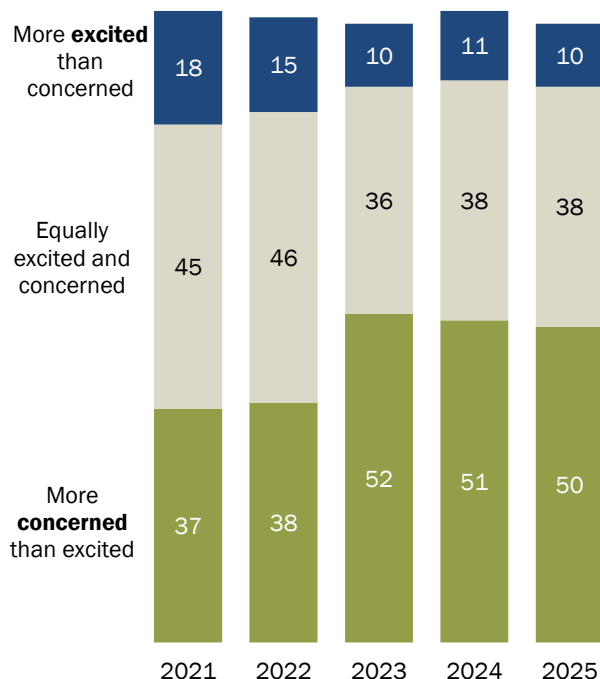
Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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Detecting content created by AI versus humans

Related to Americans' desire for more control over AI's use, most Americans (76%) say it's extremely or very important to be able to tell if pictures, videos and text were made by AI or people. **But 53% of Americans are not too or not at all confident they can detect if something is made by AI versus a person.**

Related From political speeches to songs, how would Americans react if they found out AI was involved?

Most Americans think it is important to be able to tell the difference between AI- and human-generated content, but few feel confident they can

% of U.S. adults who say when it comes to pictures, videos and text …

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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Views on AI playing different roles in society

Similar to Americans' concern about AI's effect on people's ability to form meaningful relationships, they largely do *not* see a role for AI in personal aspects of life such as matchmaking or religion. But there's some receptiveness to AI doing heavy analytical tasks in the scientific, financial and medical realms.

Majorities say AI should play at least a small role in:

- Forecasting the weather (74%)
- Searching for financial crimes (70%)
- Searching for fraud in government benefits claims (70%)
- Developing new medicines (66%)
- Identifying suspects in a crime (61%)

And slightly less than half (46%) say this about AI providing mental health support to people.

Americans express varying degrees of support for AI playing different roles in society

% of U.S. adults who say artificial intelligence (AI) should play ___ in each of the following areas

	A big role	A small role	NET
Forecasting the weather	35	39	74
Searching for financial crimes	35	35	70
Searching for fraud in government benefits claims	32	38	70
Developing new medicines	31	35	66
Identifying suspects in a crime	23	38	61
Providing mental health support to people	11	34	46
Selecting who should serve on a jury	5	28	33
Making decisions about how to govern the country	4	23	27
Judging whether two people could fall in love	3	16	18
Advising people about their faith in God	3	8	11

Note: Respondents who did not give an answer are not shown. Other response options were "No role at all" and "Not sure."
Source: Survey of U.S. adults conducted June 9-15, 2025.
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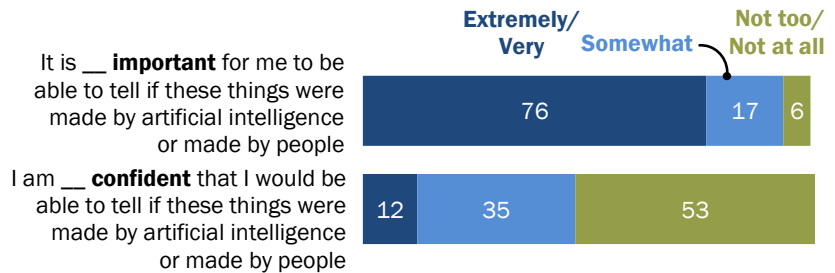
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In contrast, about two-thirds say AI should play *no* role in judging whether two people could fall in love. An even larger share (73%) says that AI should play no role in advising people about their faith in God.

Notably, no more than about one-third of Americans say AI should play a *big* role in any of the areas we asked about.

Young adults and AI

Young adults are far more likely to be aware of and interact often with AI compared with those ages 65 and older. For example, 62% of those under 30 say they have heard or read a lot about AI, compared with 32% of those ages 65 and older. This awareness gap has grown considerably since 2022.

Young adults are more likely than adults 65 and older to say they've heard about, interact regularly with AI

% who say they …

Note: Respondents who gave other responses or did not give an answer are not shown. Refer to the topline for full question wording.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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Furthermore, majorities of adults under 30 say the increased use of AI in society will make people worse at thinking creatively (61%) and forming meaningful relationships with other people (58%). In comparison, about four-in-ten adults ages 65 and older say AI will make people worse in these areas.

 Jump to more on: AI in Americans' lives: Awareness, experiences and attitudes | Views on AI's impact on society and human abilities | Americans on the risks, benefits of AI – in their own words

1. AI in Americans' lives: Awareness, experiences and attitudes

Key findings
- 95% of U.S. adults say they have heard at least a little about artificial intelligence. The share saying they've heard *a lot* has increased from 26% in 2022 to 47% today.
- About six-in-ten Americans say they would like more control over the use of AI in their own lives.
- Still, 73% say they'd be willing to let AI assist them *at least a little* with day-to-day activities.

This chapter looks at Americans' exposure to artificial intelligence and views on its use in their lives. How much have Americans heard about AI and how often do they think they interact with it? How much control do Americans think they have over AI in their lives, and would they like more?

AI is increasingly embedded in people's lives. Public awareness of AI also continues to grow. **Nearly half (47%) say that they have heard or read a lot about AI, up 7 percentage points in the last year and 21 points since 2022.**

Awareness of AI continues to increase

% of U.S. adults who say they have heard or read ___ about artificial intelligence (AI)
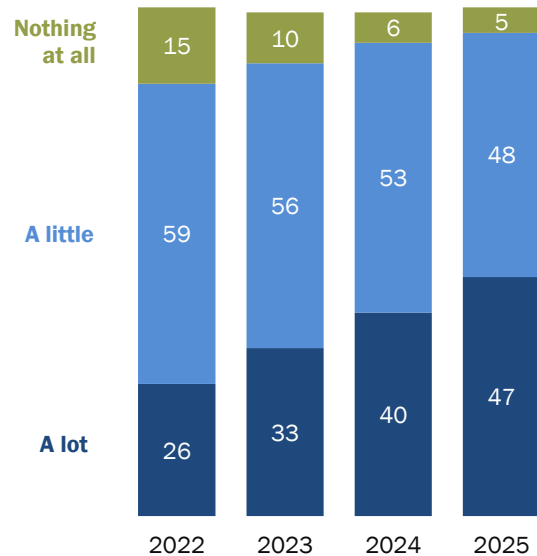
Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
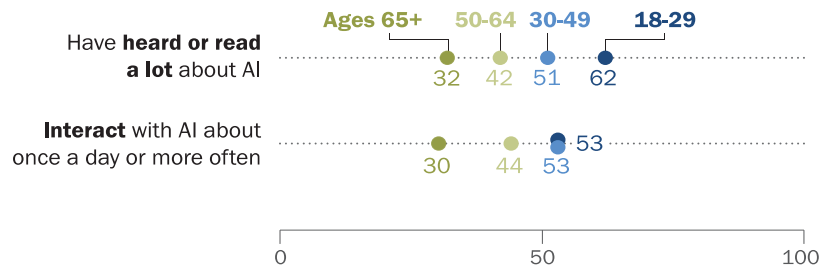"How Americans View AI and Its Impact on People and Society"

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Awareness of AI across demographic groups and education levels

Almost all Americans say they have heard at least a little about AI, but there are large differences across groups who have heard *a lot*.

AI awareness by age

About six-in-ten U.S. adults under 30 (62%) have heard a lot about AI, compared with 32% of those 65 and older.

AI awareness by race and ethnicity

About two-thirds of Asian Americans (65%) say they have heard or read a lot about AI. In contrast, about half or fewer of Black (49%), Hispanic (47%) and White (45%) Americans say this.

AI awareness by education

Six-in-ten adults with postgraduate degrees say they have heard a lot about AI, compared with 38% of those with a high school diploma or less education.

AI awareness by gender

Men are more likely than women to say they have heard a lot about AI (53% vs. 41%).

Younger adults are more likely than older adults to say they have heard a lot about AI

% who say they have heard or read ___ about artificial intelligence (AI)
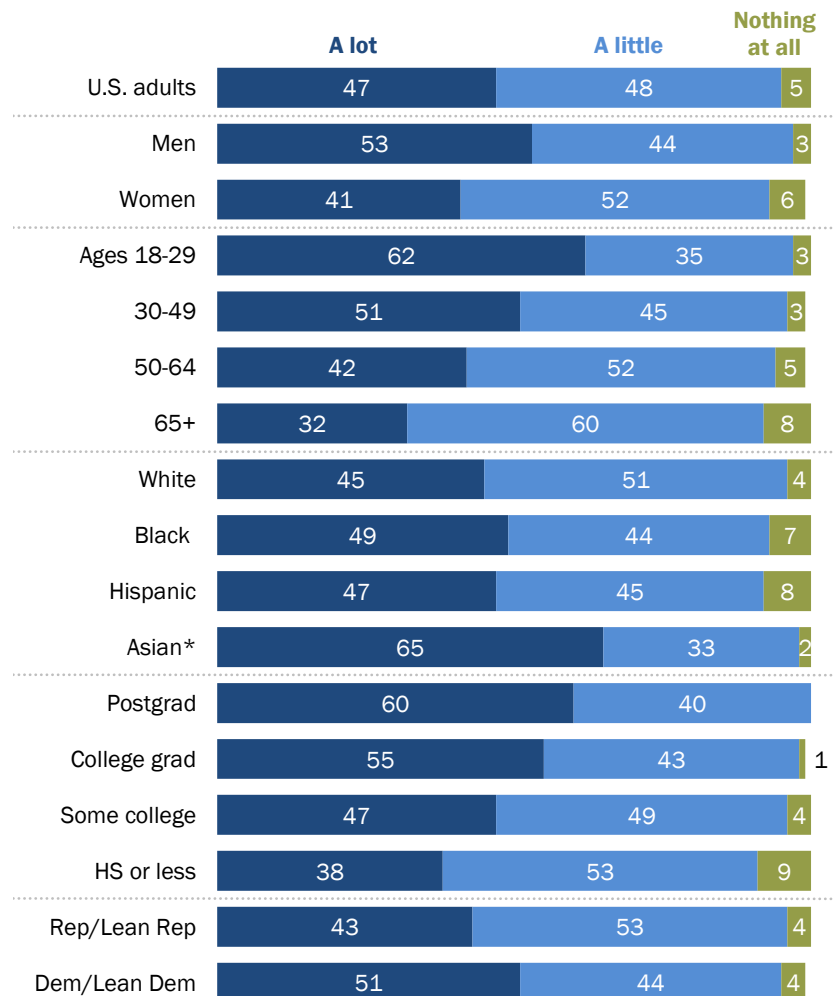
	A lot	A little	Nothing at all
U.S. adults	47	48	5
Men	53	44	3
Women	41	52	6
Ages 18-29	62	35	3
30-49	51	45	3
50-64	42	52	5
65+	32	60	8
White	45	51	4
Black	49	44	7
Hispanic	47	45	8
Asian*	65	33	2
Postgrad	60	40	
College grad	55	43	1
Some college	47	49	4
HS or less	38	53	9
Rep/Lean Rep	43	53	4
Dem/Lean Dem	51	44	4

* Estimates for Asian adults are representative of English speakers only.

Note: Respondents who did not give an answer are not shown. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race.

Source: Survey of U.S. adults conducted June 9-15, 2025.

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Changing AI awareness by age

The share of younger Americans who have heard a lot about AI has grown rapidly in recent years. In 2022, one-third of adults under 30 said they had heard or read a lot about AI. In the new survey, 62% of these young adults say this, an increase of 29 points.

High awareness also has increased among older Americans, but less dramatically than for younger adults. Among those ages 65 and older, the share who say they have heard a lot about AI has increased by 13 points since 2022.

The share of younger Americans who have heard a lot about AI has increased rapidly in the past few years

*% who say they have heard or read **a lot** about artificial intelligence (AI)*

Note: Respondents who gave other responses ("A little" or "Nothing at all") or did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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How often do Americans think they interact with AI?

In the new survey, 62% of U.S. adults say they interact with AI at least several times a week.

As with awareness, there are differences by age, education, gender, and race and ethnicity when it comes to how much U.S. adults say they interact with AI.

AI use by age

One-third of adults under 30 say they interact with AI at least several times a day, and 26% say they interact with AI less than several times a week. By comparison, 54% of those ages 65 and older say they interact with AI less than several times a week.

AI use by education

Slightly less than half of Americans with a postgraduate degree (46%) say they interact with AI at least several times a day, compared with 20% of Americans with a high school diploma or less education.

AI use by race and ethnicity

A majority of Americans say they interact with AI at least several times a week

% who say they interact with artificial intelligence (AI) ...
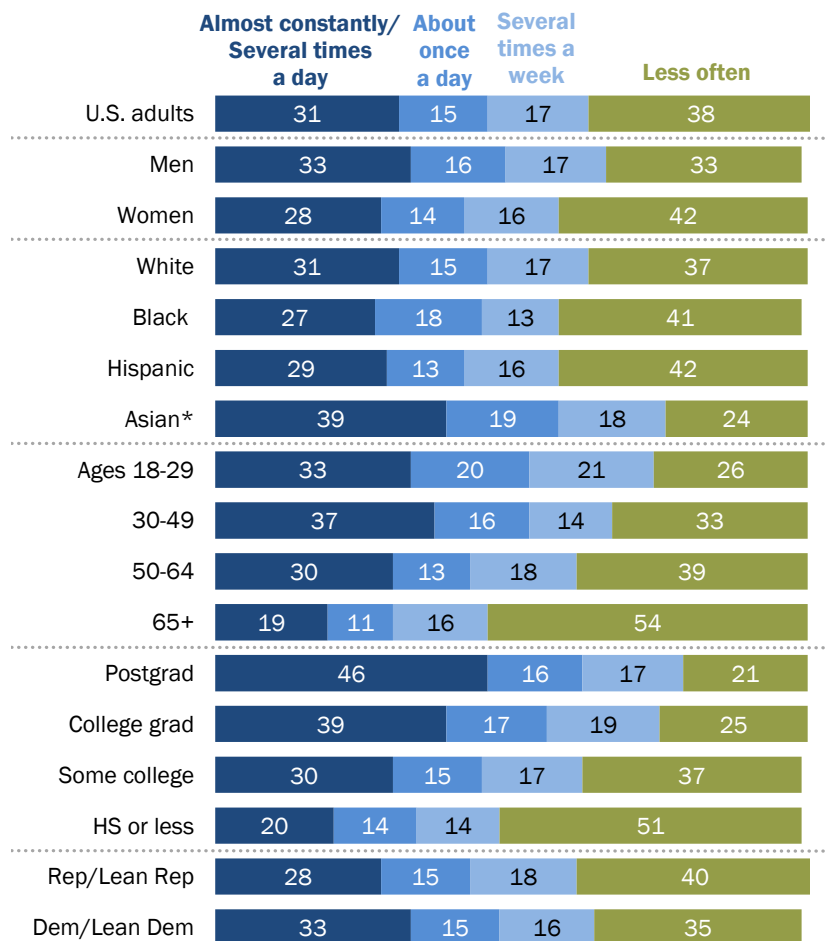
	Almost constantly/ Several times a day	About once a day	Several times a week	Less often
U.S. adults	31	15	17	38
Men	33	16	17	33
Women	28	14	16	42
White	31	15	17	37
Black	27	18	13	41
Hispanic	29	13	16	42
Asian*	39	19	18	24
Ages 18-29	33	20	21	26
30-49	37	16	14	33
50-64	30	13	18	39
65+	19	11	16	54
Postgrad	46	16	17	21
College grad	39	17	19	25
Some college	30	15	17	37
HS or less	20	14	14	51
Rep/Lean Rep	28	15	18	40
Dem/Lean Dem	33	15	16	35

* Estimates for Asian adults are representative of English speakers only.
Note: Respondents who did not give an answer are not shown. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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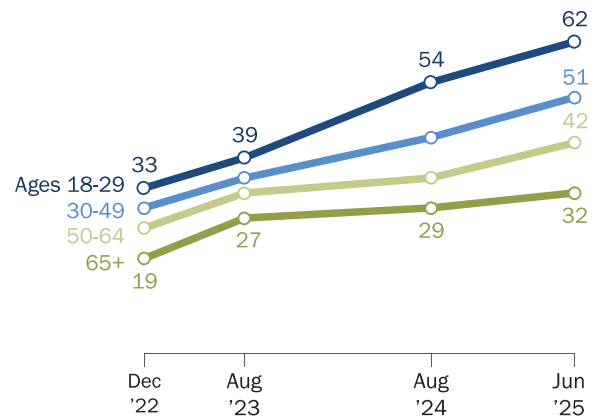
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About four-in-ten Asian adults (39%) say they interact with AI almost constantly or several times a day, moderately higher than the shares seen among White (31%), Hispanic (29%) and Black (27%) adults.

Refer to the Appendix for more analysis on Americans' reported AI interaction.

Willingness to let AI assist in day-to-day life

A large majority of Americans (73%) say they would be willing to let AI assist them *at least a little* with their day-to-day activities, but only 13% say they would be willing to let AI assist them *a lot*. About a quarter (27%) say they would not let AI assist with their daily activities at all.

Americans with higher education levels are more likely to express willingness to let AI assist them at least a little in daily life, compared with adults with less education.

Most Americans would let AI assist with day-to-day tasks and activities

% of U.S. adults who say they would be willing to let artificial intelligence (AI) assist them ___ with their day-to-day tasks and activities

A lot	A little	Not at all
13	60	27

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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For more on differences by demographic groups and educational levels, refer to the Appendix.

Do Americans think they have control over AI in their own lives?

Few Americans think they have a lot of control over whether AI is used in their own lives, and most would like more control.

Just 13% of Americans think they have a great deal or quite a bit of control over whether AI is used in their lives, while an additional 30% think they have some control. A majority of Americans (57%) say they have not too much or no control in whether AI is used in their lives.

About six-in-ten Americans (61%) also say they would like more control over how AI is used in their lives, up 6 points since 2024. Just 17% are comfortable with the amount of control they have and 21% are not sure.

For views across demographic groups and education levels, refer to the Appendix.

A majority of Americans say they have little or no control over whether AI is used in their lives

% of U.S. adults who say they think they have ___ (of) control in whether artificial intelligence (AI) is used in their lives

A great deal/Quite a bit	Some	Not too much/None
13	30	57

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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A majority of Americans would like more control over how AI is used in their lives

% of U.S. adults who say they ___ over how artificial intelligence (AI) is used in their lives

	Would like more control	Are comfortable with their amount of control	Not sure
2025	61	17	21
2024	55	19	26

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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2. Views of AI's impact on society and human abilities

Key findings

- Americans remain far more concerned (50%) than excited (10%) about the increased use of AI in daily life. Concern is up from 37% in 2021.
- More Americans, on balance, think AI will make people worse than better at key human abilities, such as thinking creatively or forming meaningful relationships with other people.
- Majorities do not want AI to play a role in deeply personal matters such as advising people about their faith in God or judging whether two people could fall in love.
- But many want AI to play at least a small role when it comes to making sense of large amounts of data in the scientific, financial and medical realms, including forecasting the weather, searching for financial crimes and developing medical treatments.

As artificial intelligence becomes more integrated into society, this chapter covers how Americans evaluate its potential impact. How do Americans feel about the use of AI in daily life? What potential impacts for society are Americans concerned about, and what are some areas where they see a role for AI?

Americans are more concerned than excited about the increased use of AI in daily life. Half of U.S. adults say the increased use of AI in daily life makes them feel more concerned than excited, compared with 10% who are more excited than concerned. About four-in-ten (38%) say they are equally excited and concerned.

The percentage who say they are more concerned than excited is now 13 percentage points higher than it was in 2021.

Americans across demographic groups are much more likely to be concerned than excited about AI in daily life. Refer to the Appendix for more detailed analysis.

50% of Americans are more concerned than excited about the increased use of AI in daily life, up from 37% in 2021

% of U.S. adults who say the increased use of artificial intelligence (AI) in daily life makes them feel …

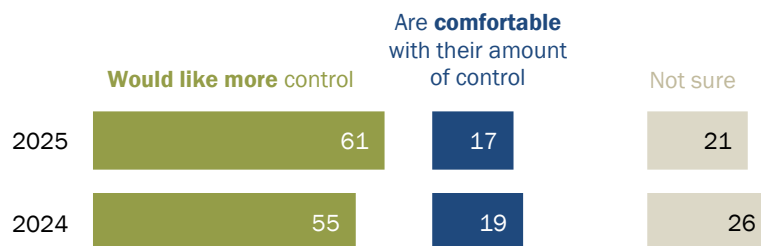|	2021	2022	2023	2024	2025
More **excited** than concerned	18	15	10	11	10
Equally concerned and excited	45	46	36	38	38
More **concerned** than excited	37	38	52	51	50
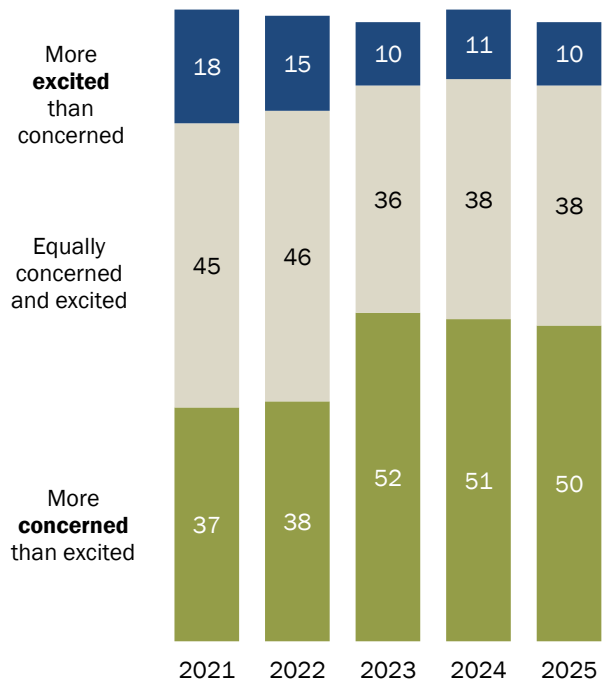
Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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How big of a deal is AI?

While Americans express concern about AI's increased use in daily life, they have mixed views about whether these technologies are getting the attention they deserve.

- More Americans say AI has been made a *smaller deal* than it really is (36%) than say it's been made a *bigger deal* (21%).
- Another 36% say it has been *described as about right*.

Refer to the Appendix for more detailed analysis.

Americans expressed mixed views on how big of a deal has been made about AI

% of U.S. adults who say that thinking about all they have heard or read about artificial intelligence, AI has been …

Made a bigger deal than it really is	Described about right	Made a smaller deal than it really is	Heard nothing about AI
21	36	36	5

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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How important do Americans think it is to understand AI?

To equip Americans to navigate the increasing presence of AI in the world, the federal government and educators have made calls to increase education about these technologies. And most Americans agree about the importance of AI literacy.

Nearly three-quarters of Americans say that looking ahead, it is extremely or very important for people to understand what AI is. One-fifth of U.S. adults say it is somewhat important that people understand AI, while few (6%) think this is not too or at all important.

Views by education

Americans with more education are more likely to think understanding AI is important: 86% of those with a postgraduate degree and 83% of those with a bachelor's degree think this is extremely or very important. In contrast, 63% of those with a high school diploma or less education say this.

73% of Americans say it is extremely or very important for people to understand what AI is

% who say looking ahead it is ___ important for people to understand what artificial intelligence (AI) is

	Extremely	Very	NET
U.S. adults	36	37	73
Postgrad	44	42	86
College grad	40	43	83
Some college	36	38	74
HS or less	31	31	63
Ages 18-29	40	35	75
30-49	38	34	72
50-64	35	40	75
65+	31	41	72
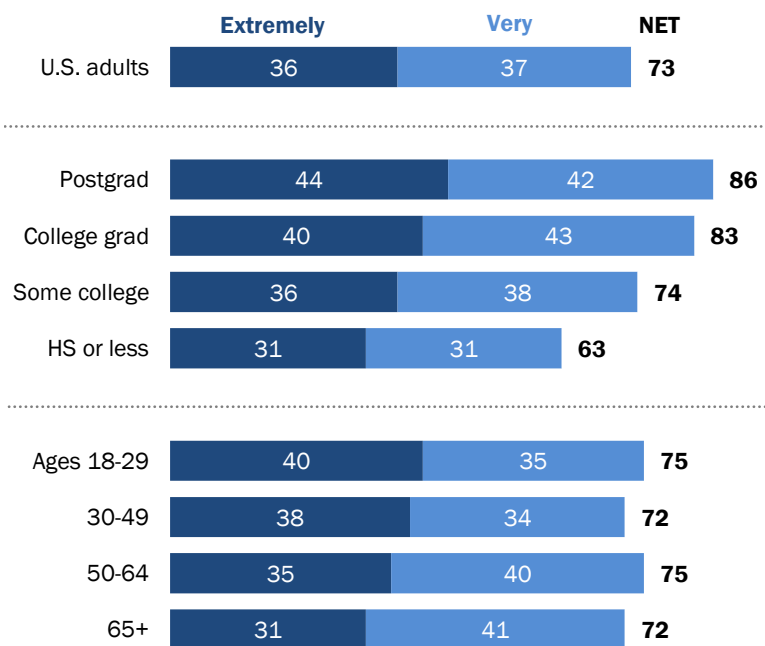
Note: Respondents who gave other responses ("Somewhat," "Not too" or "Not at all") or did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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Views by age

Younger Americans are also somewhat more likely than older Americans to say it is extremely important for people to understand what AI is, but large majorities across all age groups think this is at least very important.

Concerns about AI's impact on society

Overall, Americans are more concerned about people's ability to do things on their own getting worse because of AI use than they are about potential missed opportunities of *not* using it.

About half of Americans (51%) say they are extremely or very concerned that people's ability to do things on their own will get worse because of AI use. Another 31% are somewhat concerned about this.

Concerns that people will miss opportunities to improve their

About half of Americans are highly concerned that people's ability to do things on their own will get worse because of AI use

% of U.S. adults who say they are ___ concerned about each of the following for society

	Extremely/ Very	Somewhat	Not too/ Not at all	Not sure
People's ability to do things on their own will **get worse** because of using AI	51	31	11	7
People will **miss opportunities** to improve their lives by being too reluctant to use AI	21	29	40	10

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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lives by being too reluctant to use AI are more muted, but still notable. About two-in-ten Americans (21%) express high concern about missed opportunities from reluctance to use AI, while 29% are somewhat concerned. The largest share (40%) say they are not too or not at all concerned about this.

Concerns about AI by age

Concern about people's ability to do things getting worse because of AI use is somewhat higher among younger adults than older adults. Roughly six-in-ten adults under 30 (57%) say they are extremely or very concerned about this, compared with 46% of adults ages 65 and older.

Concerns about AI by race and ethnicity

White Americans (47%) in particular are *not too* or *not at all* concerned about people missing opportunities to improve their lives by being too reluctant to use AI, compared with Asian (30%), Hispanic (27%) and Black (26%) Americans.

The impact of AI on human abilities

AI simulates human behavior in many dimensions, and we asked Americans their predictions about the impact of this technology on fundamental human abilities, including thinking creatively, forming meaningful relationships, making difficult decisions and solving problems.

On the whole, relatively small shares of Americans have neutral or positive views about how the increased use of AI in society will affect creativity or connections:

Half of Americans say AI will worsen people's ability to form meaningful relationships with others

% of U.S. adults who say the increased use of artificial intelligence (AI) in society will make people's ability to do each of the following …

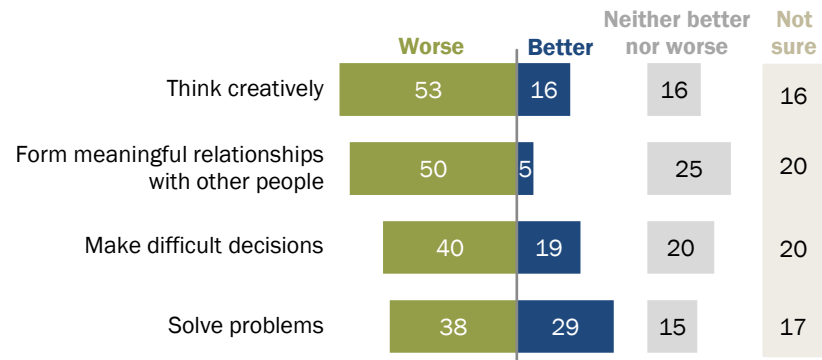|	Worse	Better	Neither better nor worse	Not sure
Think creatively	53	16	16	16
Form meaningful relationships with other people	50	5	25	20
Make difficult decisions	40	19	20	20
Solve problems	38	29	15	17

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
"How Americans View AI and Its Impact on People and Society"

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- 16% say it will make people's **ability to think creatively** better, while 53% say this would make it worse, and 16% say its impact on this ability will be neither better nor worse.
- Half say it will make people worse at **forming meaningful relationships** with others. Just 5% say AI will improve this ability, and 25% say AI will neither improve nor worsen this.
- Americans are about half as likely to say the increased use of AI in society will make people's **ability to make difficult decisions** better (19%) as to say it will make it worse (40%), with 20% expressing a neutral opinion.
- Views on the impact of the increased use of AI to **solve problems** are more mixed but still tilt negative: 29% say the increased use of AI in society will make people's ability to solve problems better, while 38% say it will make this worse.

Sizable shares of Americans – between 16% and 20% – say they are not sure about how AI may affect each of these human abilities.

Differences by age on views of AI's impact on human abilities

Younger Americans are generally more likely than older Americans to think the increased use of AI will worsen human abilities. For example:

- 61% of adults under 30 think the increased use of AI in society will make people worse at thinking creatively, compared with 42% of those ages 65 and older.
- 58% of young adults say the increased use of AI in society will make people worse at forming meaningful relationships, compared with 40% of those ages 65 and older.

Older Americans are more likely to say they are not sure.

What role should AI have across society?

Majorities of Americans think AI should play a role in deep analytical tasks in scientific, financial and medical areas, such as forecasting the weather, searching for financial crimes, searching for fraud in government benefit claims and developing new medicines. At least three-in-ten Americans say AI should play a *big* role in these situations.

But Americans overwhelmingly reject AI's involvement in more personal aspects of life. For example, 73% say AI should play no role at all in advising people about their faith in God. And 66% think AI should not have a role in judging whether two people could fall in love.

Americans also aren't enthusiastic about AI playing a role in certain legal or government matters. For example:

Most Americans see no role for AI in advising people about their faith in God or in matchmaking

% of U.S. adults who say artificial intelligence (AI) should play ___ in each of the following areas

	A big role	A small role	No role at all	Not sure
Forecasting the weather	35	39	12	14
Searching for financial crimes	35	35	13	16
Searching for fraud in government benefits claims	32	38	15	14
Developing new medicines	31	35	18	16
Identifying suspects in a crime	23	38	22	17
Providing mental health support to people	11	34	36	18
Selecting who should serve on a jury	5	28	47	19
Making decisions about how to govern the country	4	23	60	13
Advising people about their faith in God	3	8	73	16
Judging whether two people could fall in love	3	16	66	15

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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- 47% say AI shouldn't have a role in selecting who should serve on a jury, versus 33% who say AI should have a small or big role in this.
- 60% say AI shouldn't have a role in making decisions about how to govern the country, while 27% support AI having a role.

There's somewhat more openness to AI in the health care realm. Roughly two-thirds say AI should play at least a small role in developing new medicines. And 46% say this about AI providing mental health support to people.

Differences by education on the role of AI in life and society

When it comes to AI's role in developing new medicines or predicting the weather, roughly half or more of Americans across education levels see at least a small AI role. But adults with higher education are much more receptive:

- Those with a postgraduate degree are far more likely than those with a high school diploma or less education to say AI should have a role in developing new medicines (85% vs. 52%).
- 88% of Americans with postgraduate degrees say AI should play a role in weather forecasts, compared with 62% of those with a high school diploma or less education.

But there's agreement across education levels that AI doesn't have a place judging whether two people will fall in love. Majorities of Americans of all education levels say AI should play no role in this.

3. Americans on the risks, benefits of AI – in their own words

Key findings
- A majority of Americans (57%) rate the risks of AI for society as high. Far fewer (25%) see high benefits, while 15% rate *both* the risks and the benefits as significant.
- Our survey asked respondents to explain, in their own words, the main reason they see AI as having high or low benefits or risks for society. Those who rate AI negatively most commonly say AI erodes human abilities and connections. Those who see high benefits most often cite gains in efficiency.

When asked to rate separately both the benefits and risks of artificial intelligence, **far more Americans rate the risks of AI as high than rate the benefits as high.**

A majority of U.S. adults (57%) say the **risks** of AI for society are high or very high. Smaller shares rate the risks of AI as medium (26%), low or very low (6%), or say they are not sure (11%).

In contrast, a quarter of Americans rate the **benefits** of AI for society as very high or high. Another 41% of Americans see some advantages of AI, rating the

Majority of Americans rate the risks of AI for society as high; fewer rate the benefits of AI as high

% of U.S. adults who say the following

	Very High/ High	Medium	Very Low/ Low	Not sure
The **benefits** of AI for society are __	25	41	18	15
The **risks** of AI for society are __	57	26	6	11

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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benefits as medium. At the other end of the spectrum, 18% rate the benefits of AI as low or very low. And 15% are unsure.

Some people see both risks and benefits of AI: 15% rate both as high.

What people told us about the risks and benefits of AI

The survey asked Americans to tell us the main reason they rated the benefits or risks of AI as *very low* or *low*, or as *very high* or *high*, for society. The following section summarizes the key themes in people's responses about the risks and benefits of AI.

Reasons why Americans see *high risks* of AI

Among the 57% of Americans who rate the risks of AI for society as high or very high, the most common reason was **concerns about AI eroding human abilities and connections,** such as making people lazy or less able to think creatively or critically (27%). As one woman put it:

> *"I think a sizable portion of humanity is inclined to seek the path of least resistance. As annoying and troublesome as hardships and obstacles can be, I believe the experience of encountering these things and overcoming them is essential to forming our character." – Woman, age 30-39*

A teacher pointed to concerns about children developing skills like curiosity, problem-solving and critical thinking:

> *"As a school teacher, I understand how important it is for children to develop and grow their own curiosity, problem-solving skills, critical thinking skills and creativity, to name just a few human traits that I believe AI is slowly taking over from us. Since children are digital natives, the adults who understand a world without AI need to still pass the torch to children for developing these*

Americans who see high risks from AI most commonly cite 'erosion of human skills and connections' as the reason

Risks of AI for society are high

57% Among U.S. adults who rate the risks of AI as high, **% who say each of the following is the main reason**

27 NET Erodes human abilities and connections

18 NET Negative impact on accuracy of information

17 NET Concerns over human control of AI

11 People will use AI for bad purposes, like scams/hacking

9 Job loss

9 NET Don't trust AI or tech companies

5 NET Concerns about safety/privacy, cybersecurity

2 Unknown interaction with AI

2 Negative impact on environment

2 Inequality concerns

1 Generally dislike AI/AI is unnecessary

6 Other

4 Unclear

<1 Don't know

16 No answer

Note: Verbatim responses have been coded into categories. Figures sum to more than 100% because multiple responses were allowed. Refer to the topline for full category details.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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human qualities with our own human brains, instead of relying on the difficulty to be passed on to AI so that humans don't have to feel the struggle of what real learning is." – Woman, age 40-49

Some Americans (18%) also say the main reason they rate the risks as high is **the negative impact AI could have on accurate information,** such as making it harder to tell what is real and what was created by AI. For example:

"Misinformation is already a huge problem and AI can create misinformation a lot faster than people can." – Man, age 30-39

Another commonly cited reason for rating the risks as high is **concerns over people's ability to control AI** (17%). One man wrote:

"Society will be too slow to regulate and control AI. The technology will advance rapidly and outpace our ability to anticipate outcomes (both positive and negative). It will therefore be extremely difficult to implement and deploy risk management strategies, plans, policies and legislation to mitigate the upheaval that AI has the real potential to unleash on every member of our society" – Man, age 60-69

Finally, some (11%) worry about **the use of AI for nefarious purposes,** including crime. As one respondent wrote:

"AI can very easily be used to fake people's likeness and voice. This is absolutely dangerous in the hands of criminals or other dishonest people. Identities can be stolen; innocent people could be framed for doing or saying things they didn't do/say." – Man, age 40-49

Reasons why Americans see *high benefits* of AI

Among the 25% who say the benefits of AI are high or very high, the most commonly cited reason is **efficiency gains that would free people up to use their time in better ways** (41%).

> *"AI takes mundane tasks that often waste talent and effort and allows us to automate them. AI also allows us to access information in a more streamlined way and allows us to save something that we can never get back: time!" – Man, age 30-39*
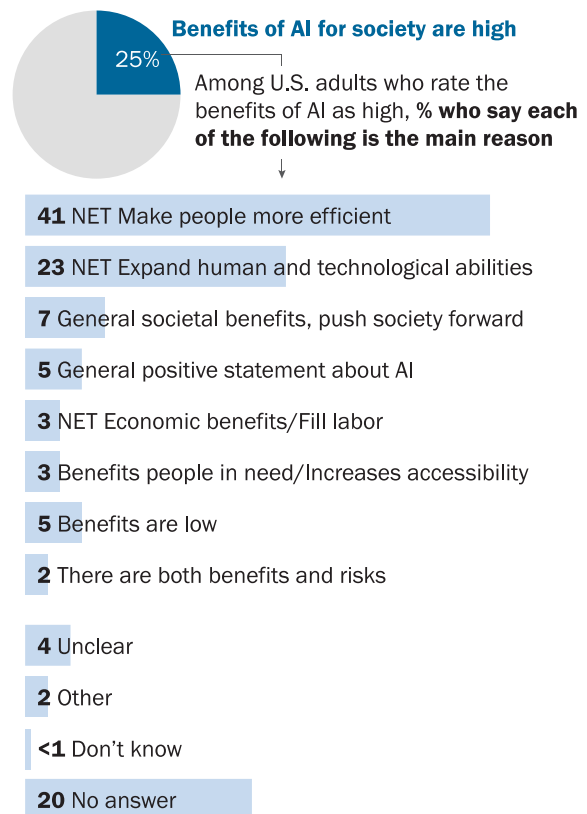
> *"AI has the potential to make society more efficient than ever. AI sort of transcends time and space in that it can be used to study the past, inform the present, and shape the future. It can be used by individuals, by corporations, by governments." – Woman, age 20-29*

Others (23%) pointed to the possibility that AI would **expand human and technological abilities,** such as leading to more rapid scientific and medical developments or increasing access to information. One older respondent focuses on its possibility to improve health care:

Increased efficiency is the most common reason Americans see the benefits of AI as high

Benefits of AI for society are high

25%

Among U.S. adults who rate the benefits of AI as high, **% who say each of the following is the main reason**

41 NET Make people more efficient

23 NET Expand human and technological abilities

7 General societal benefits, push society forward

5 General positive statement about AI

3 NET Economic benefits/Fill labor

3 Benefits people in need/Increases accessibility

5 Benefits are low

2 There are both benefits and risks

4 Unclear

2 Other

<1 Don't know

20 No answer

Note: Verbatim responses have been coded into categories. Figures sum to more than 100% because multiple responses were allowed. Refer to the topline for full category details.
Source: Survey of U.S. adults conducted June 9-15, 2025.
 How Americans View AI and Its Impact on People and Society" "

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> *"Use of AI could significantly speed diagnosis of medical issues. Now we rely on any given doctor's ability to know about certain conditions. [This is] a real issue particularly in rural areas." – Woman, age 60-69*

The survey also asked respondents the main reason they rated the benefits for society as low or very low. About one-third pointed toward the concern that AI will erode human abilities and

connections. This was also the most common reason for rating the risks as high. Refer to the Appendix for more. (The sample size for those who say the risks are low or very low is too small to analyze.)

Acknowledgments

Methodology

The American Trends Panel survey methodology

Overview

Data in this report comes from Wave 173 of the American Trends Panel (ATP), Pew Research Center's nationally representative panel of randomly selected U.S. adults. The survey was conducted from June 9 to 15, 2025. A total of 5,023 panelists responded out of 5,737 who were sampled, for a survey-level response rate of 88%.

The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 3%. The break-off rate among panelists who logged on to the survey and completed at least one item is 1%. The margin of sampling error for the full sample of 5,023 respondents is plus or minus 1.6 percentage points.

The survey includes an oversample of non-Hispanic Asian adults in order to provide more precise estimates of the opinions and experiences of this smaller demographic subgroup. Oversampled groups are weighted back to reflect their correct proportions in the population.

SSRS conducted the survey for Pew Research Center via online (n=4,842) and live telephone (n=181) interviewing. Interviews were conducted in both English and Spanish.

To learn more about the ATP, read "About the American Trends Panel."

Panel recruitment

Since 2018, the ATP has used address-based sampling (ABS) for recruitment. A study cover letter and a pre-incentive are mailed to a stratified, random sample of households selected from the U.S. Postal Service's Computerized Delivery Sequence File. This Postal Service file has been estimated to cover 90% to 98% of the population.[1] Within each sampled household, the adult with the next birthday is selected to participate. Other details of the ABS recruitment protocol have changed over time but are available upon request.[2] Prior to 2018, the ATP was recruited using landline and cellphone random-digit-dial surveys administered in English and Spanish.

A national sample of U.S. adults has been recruited to the ATP approximately once per year since 2014. In some years, the recruitment has included additional efforts (known as an "oversample")

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[1] AAPOR Task Force on Address-based Sampling. 2016. "AAPOR Report: Address-based Sampling."
[2] Email pewsurveys@pewresearch.org.

to improve the accuracy of data for underrepresented groups. For example, Hispanic, Black and Asian adults were oversampled in 2019, 2022 and 2023, respectively.

Sample design

The overall target population for this survey was noninstitutionalized persons ages 18 and older living in the United States. It featured a stratified random sample from the ATP in which non-Hispanic Asian adults were selected with certainty. The remaining panelists were sampled at rates designed to ensure that the share of respondents in each stratum is proportional to its share of the U.S. adult population to the greatest extent possible. Respondent weights are adjusted to account for differential probabilities of selection as described in the Weighting section below.

Questionnaire development and testing

The questionnaire was developed by Pew Research Center in consultation with SSRS. The web program used for online respondents was rigorously tested on both PC and mobile devices by the SSRS project team and Pew Research Center researchers. The SSRS project team also populated test data that was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey.

Incentives

All respondents were offered a post-paid incentive for their participation. Respondents could choose to receive the post-paid incentive in the form of a check or gift code to Amazon.com, Target.com or Walmart.com. Incentive amounts ranged from $5 to $20 depending on whether the respondent belongs to a part of the population that is harder or easier to reach. Differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

Data collection protocol

The data collection field period for this survey was June 9 to 15, 2025. Surveys were conducted via self-administered web survey or by live telephone interviewing.

For panelists who take surveys online: Postcard notifications were mailed to a subset on June 9.[3] Survey invitations were sent out in two separate launches: soft launch and full launch. Sixty panelists were included in the soft launch, which began with an initial invitation sent on

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[3] The ATP does not use routers or chains in any part of its online data collection protocol, nor are they used to direct respondents to additional surveys. Postcard notifications for web panelists are sent to 1) panelists who were recruited within the last two years and 2) panelists recruited prior to the last two years who opt to continue receiving postcard notifications.

June 9. All remaining English- and Spanish-speaking sampled online panelists were included in the full launch and were sent an invitation on June 10.

Invitation and reminder dates for web respondents, ATP Wave 173

	Soft launch	Full launch
Initial invitation	June 9, 2025	June 10, 2025
First reminder	June 12, 2025	June 12, 2025
Final reminder	June 14, 2025	June 14, 2025

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Panelists participating online were sent an email invitation and up to two email reminders if they did not respond to the survey. ATP panelists who consented to SMS messages were sent an SMS invitation with a link to the survey and up to two SMS reminders.

For panelists who take surveys over the phone with a live interviewer: Prenotification postcards were mailed on June 6. Soft launch took place on June 9 and involved dialing until a total of seven interviews had been completed. All remaining English- and Spanish-speaking sampled phone panelists' numbers were dialed throughout the remaining field period. Panelists who take surveys via phone can receive up to six calls from trained SSRS interviewers.

Data quality checks

To ensure high-quality data, Center researchers performed data quality checks to identify any respondents showing patterns of satisficing. This includes checking for whether respondents left questions blank at very high rates or always selected the first or last answer presented. As a result of this checking, three ATP respondents were removed from the survey dataset prior to weighting and analysis.

Weighting

The ATP data is weighted in a process that accounts for multiple stages of sampling and nonresponse that occur at different points in the panel survey process. First, each panelist begins with a base weight that reflects their probability of recruitment into the panel. These weights are then calibrated to align with the population benchmarks in the accompanying table to correct for nonresponse to recruitment surveys and panel attrition. If only a subsample of panelists was invited to participate in the wave, this weight is adjusted to account for any differential probabilities of selection.

Among the panelists who completed the survey, this weight is then calibrated again to align with the population benchmarks identified in the accompanying table and trimmed at the 1st and 99th percentiles to reduce the loss in precision stemming from variance in the weights. Sampling errors and tests of statistical significance take into account the effect of weighting.

American Trends Panel weighting dimensions

Variable	Benchmark source
Age (detailed) Age x Gender Education x Gender Education x Age Race/Ethnicity x Education Race/Ethnicity x Gender Race/Ethnicity x Age Born inside vs. outside the U.S. among Hispanics and Asian Americans Years lived in the U.S. Census region x Metropolitan status	2023 American Community Survey (ACS)
Volunteerism	2023 CPS Volunteering & Civic Life Supplement
Frequency of internet use Religious affiliation Party affiliation x Race/Ethnicity Party affiliation x Age	2024 National Public Opinion Reference Survey (NPORS)
Validated 2024 presidential election turnout and vote choice	Candidate vote share is based on official results from the Federal Election Commission. Turnout is based on estimates from the Election Lab at the University of Florida. The size of the voting-eligible population is based on the 2023 ACS.

Note: Estimates from the ACS are based on noninstitutionalized adults. For weighting to the 2024 presidential election results, panelists are considered validated voters if their self-report of having voted was confirmed after matching to a national voter registry.

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The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey.

Sample sizes and margins of error, ATP Wave 173

Group	Unweighted sample size	Plus or minus ...
Total sample	5,023	1.6 percentage points
Men	2,355	2.4 percentage points
Women	2,621	2.1 percentage points
Ages 18-29	761	4.2 percentage points
30-49	1,785	2.6 percentage points
50-64	1,261	3.1 percentage points
65+	1,196	3.1 percentage points
Postgraduate	887	3.6 percentage points
College graduate	1,213	3.1 percentage points
Some college	1,452	2.9 percentage points
High school or less	1,458	3.0 percentage points

Note: This survey includes oversamples of non-Hispanic Asian respondents. Unweighted sample sizes do not account for the sample design or weighting and do not describe a group's contribution to weighted estimates. Refer to the Sample design and Weighting sections above for details.

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Sample sizes and sampling errors for other subgroups are available upon request. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Dispositions and response rates

Final dispositions, ATP Wave 173

	AAPOR code	Total
Completed interview	1.1	5,023
Logged in (web /Contacted (CATI), but did not complete any items	2.11	117
Started survey; broke off before completion	2.12	46
Never logged on (web)/Never reached on phone (CATI)	2.20	548
Survey completed after close of the field period	2.27	0
Other non-interview	2.30	0
Completed interview but was removed for data quality	2.90	3
Total panelists sampled for the survey		**5,737**
Completed interviews	I	5,023
Partial interviews	P	0
Refusals	R	163
Non-contact	NC	548
Other	O	3
Unknown household	UH	0
Unknown other	UO	0
Not eligible	NE	0
Total		**5,737**
AAPOR RR1 = I / (I+P+R+NC+O+UH+UO)		88%

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Cumulative response rate, ATP Wave 173

	Total
Weighted response rate to recruitment surveys	11%
% of recruitment survey respondents who agreed to join the panel, among those invited	73%
% of those agreeing to join who were active panelists at start of Wave 173	34%
Response rate to Wave 173 survey	88%
Cumulative response rate	**3%**

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Appendix

Americans' reported interaction with AI since 2022

% of U.S. adults who say they interact with artificial intelligence (AI) …
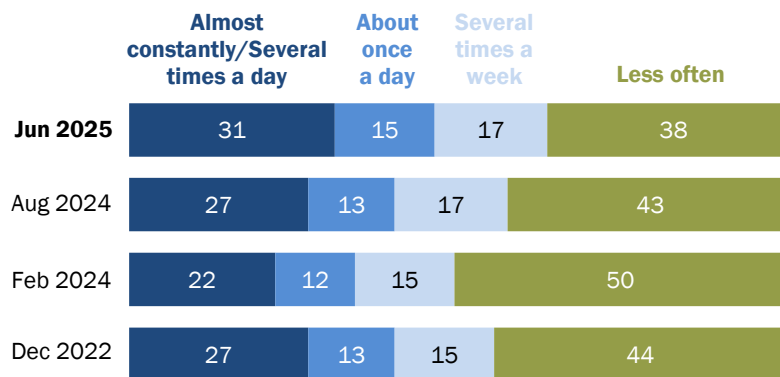
	Almost constantly/Several times a day	About once a day	Several times a week	Less often
Jun 2025	31	15	17	38
Aug 2024	27	13	17	43
Feb 2024	22	12	15	50
Dec 2022	27	13	15	44

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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Majority of Americans are willing to let AI assist with day-to-day activities at least a little

% who say they would be willing to let artificial intelligence (AI) assist them ___ with their day-to-day tasks and activities

	A lot	A little	Not at all
U.S. adults	13	60	27
Men	16	62	22
Women	10	58	31
White	11	61	28
Black	11	59	29
Hispanic	15	59	24
Asian*	24	62	13
Ages 18-29	17	60	23
30-49	16	60	24
50-64	10	63	26
65+	6	57	36
Postgraduate	20	65	14
College grad	15	66	18
Some college	11	60	28
HS or less	9	55	36
Rep/Lean Rep	12	60	28
Dem/Lean Dem	13	62	24

* Estimates for Asian adults are representative of English speakers only.
Note: Respondents who did not give an answer are not shown. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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57% of Americans think they have not too much or no control over the use of AI in their lives

% who say they think they have ___ (of) control in whether artificial intelligence (AI) is used in their life

	A great deal/ Quite a bit	Some	Not too much/ None
U.S. adults	13	30	57
Men	12	30	57
Women	12	31	57
White	9	27	63
Black	19	36	45
Hispanic	17	35	47
Asian*	24	36	40
Ages 18-29	21	36	42
30-49	15	34	50
50-64	8	30	61
65+	6	20	74
Postgraduate	9	29	62
College grad	9	33	58
Some college	13	30	56
HS or less	16	29	54
Rep/Lean Rep	12	30	58
Dem/Lean Dem	13	30	56

* Estimates for Asian adults are representative of English speakers only.
Note: Respondents who did not give an answer are not shown. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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6 in 10 Americans say they would like more control over the use of AI in their lives

% who say they ___ over how artificial intelligence (AI) is used in their life

	Would like more control	Are comfortable with their amount of control	Not sure
U.S. adults	61	17	21
Men	62	19	19
Women	60	15	24
White	66	14	20
Black	51	22	26
Hispanic	52	21	27
Asian*	53	30	17
Ages 18-29	59	29	12
30-49	60	20	20
50-64	66	13	22
65+	59	7	32
Postgraduate	69	15	16
College grad	67	18	14
Some college	65	18	17
HS or less	51	17	31
Rep/Lean Rep	61	17	21
Dem/Lean Dem	63	17	19

* Estimates for Asian adults are representative of English speakers only.
Note: Respondents who did not give an answer are not shown. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race.
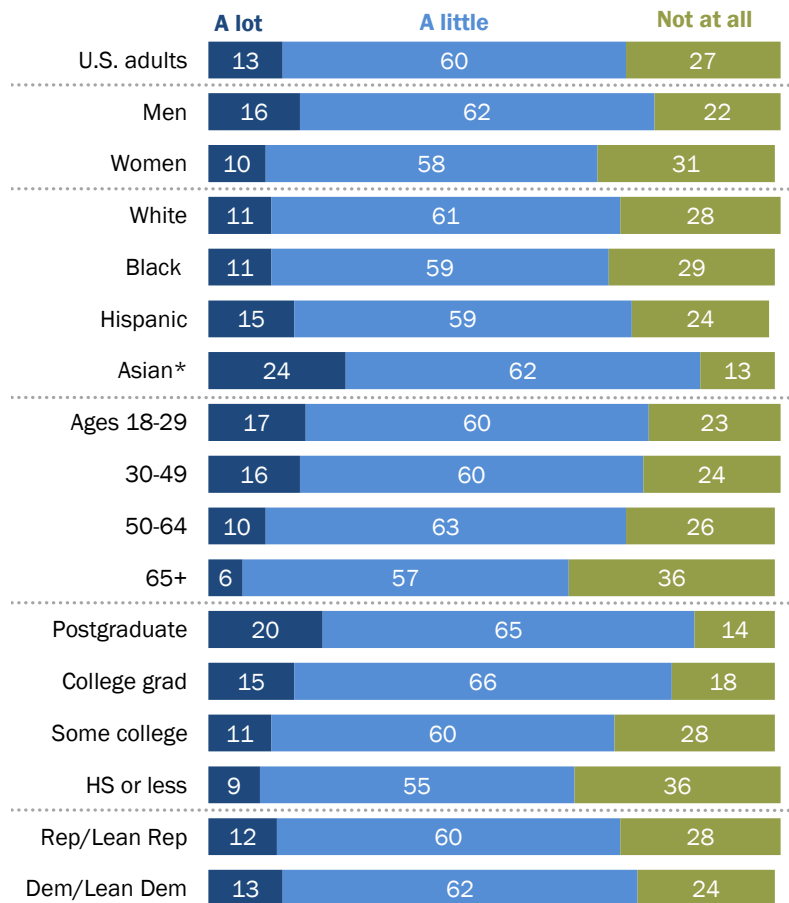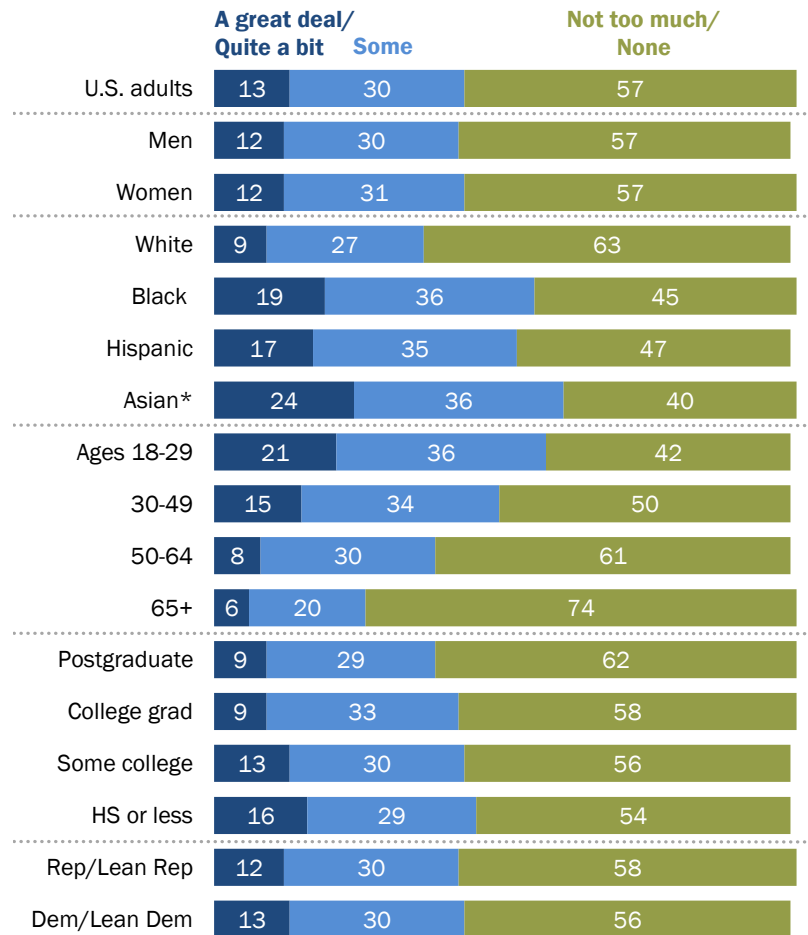Source: Survey of U.S. adults conducted June 9-15, 2025.
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Concern over the increased use of AI in daily life is widespread across demographic groups in America

% who say the increased use of artificial intelligence (AI) in daily life makes them feel …

	More concerned than excited	More excited than concerned	Equally concerned and excited
U.S. adults	50	10	38
Men	45	13	42
Women	55	8	36
White	52	8	39
Black	51	9	39
Hispanic	47	14	37
Asian*	47	21	44
Ages 18-29	47	14	39
30-49	48	15	37
50-64	52	7	40
65+	56	4	39
Postgrad	43	14	43
College grad	46	14	39
Some college	53	8	39
HS or less	54	9	36
Rep/Lean Rep	50	11	39
Dem/Lean Dem	51	10	39

Among those who say they interact with AI __

Almost **constantly**/Several times a day	42	16	41
About **once a week**/Several times a week	45	13	42
Less often	62	4	34

* Estimates for Asian adults are representative of English speakers only.
Note: Respondents who did not give an answer are not shown. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race.
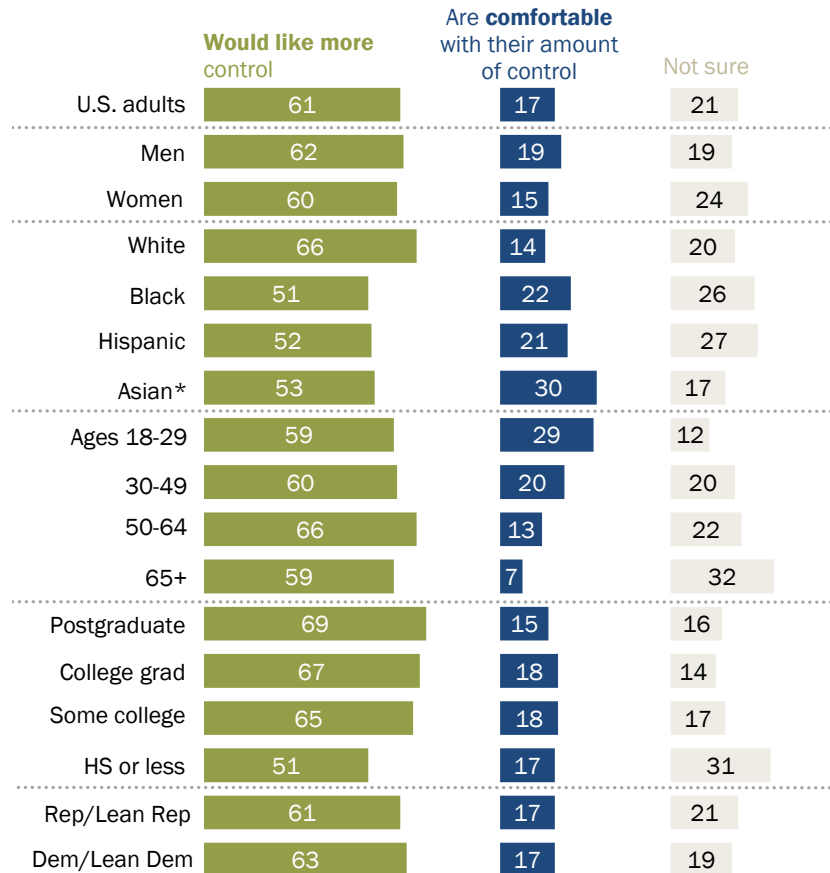Source: Survey of U.S. adults conducted June 9-15, 2025.
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Views on how big of a deal is being made about AI

% who say that thinking about all they have heard or read about artificial intelligence, AI has been ...

	Made a bigger deal than it really is	Described about right	Made a smaller deal than it really is	Heard nothing about AI
U.S. adults	21	36	36	5
Men	26	37	33	3
Women	17	35	40	6
White	17	37	41	4
Black	27	35	28	7
Hispanic	27	35	28	8
Asian*	39	29	27	2
Ages 18-29	26	37	33	3
30-49	24	36	35	3
50-64	18	36	40	5
65+	17	36	37	8
Postgrad	22	41	35	<1
College grad	19	41	37	1
Some college	20	34	41	4
HS or less	23	33	32	9
Rep/lean Rep	21	35	38	4
Dem/lean Dem	21	37	36	4

* Estimates for Asian adults are representative of English speakers only.
Note: Respondents who did not give an answer are not shown. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race.
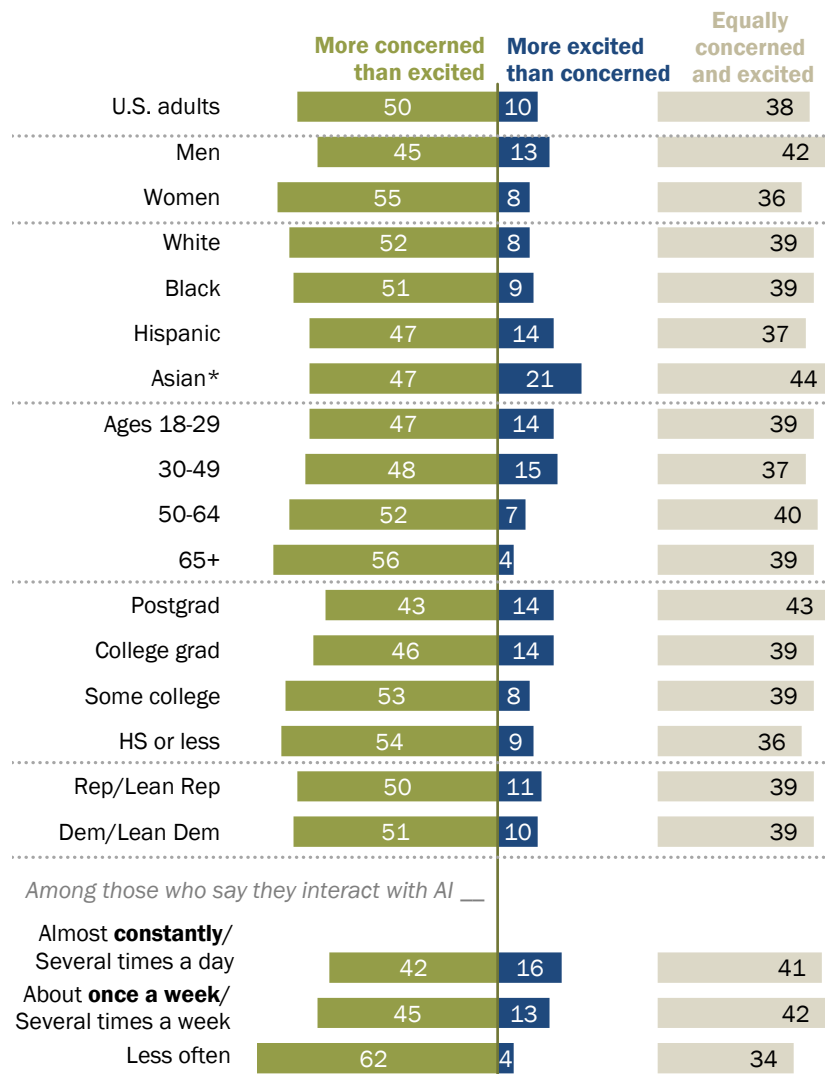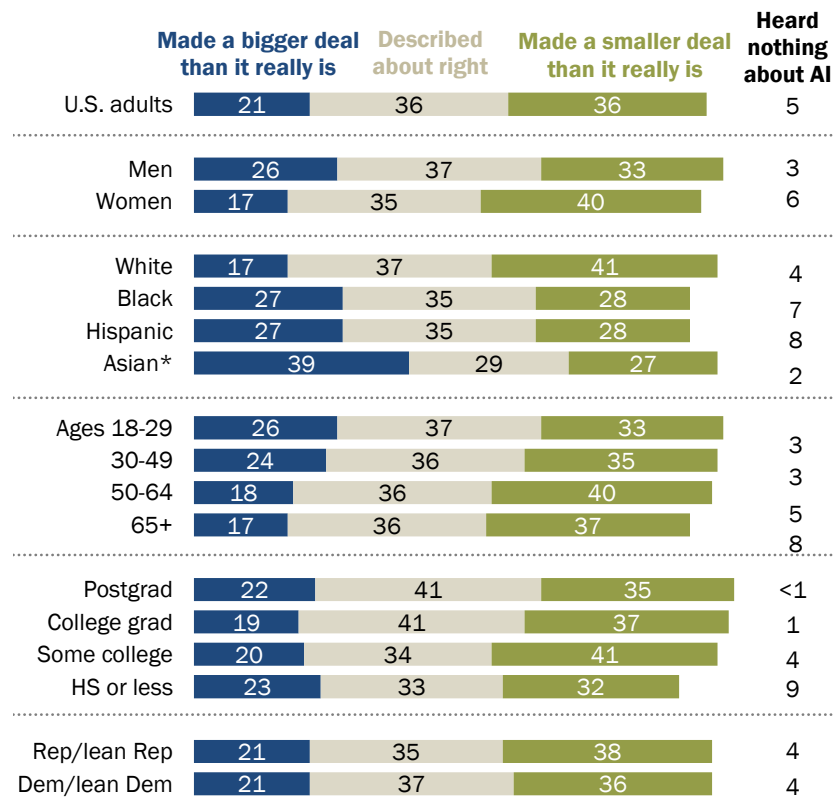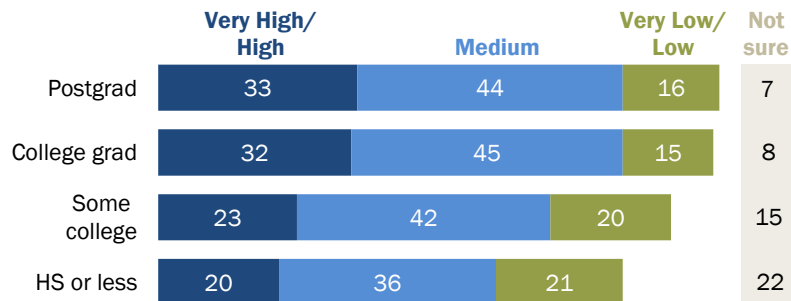Source: Survey of U.S. adults conducted June 9-15, 2025.
"How Americans View AI and Its Impact on People and Society"

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Rating the benefits and risks of AI for society by Americans' education levels

*% who say the **benefits** of artificial intelligence (AI) for society as a whole are ...*

	Very High/ High	Medium	Very Low/ Low	Not sure
Postgrad	33	44	16	7
College grad	32	45	15	8
Some college	23	42	20	15
HS or less	20	36	21	22

*% who say the **risks** of artificial intelligence (AI) for society as a whole are ...*

	Very High/ High	Medium	Very Low/ Low	Not sure
Postgrad	61	28	5	5
College grad	62	27	6	5
Some college	60	25	5	9
HS or less	51	24	7	17

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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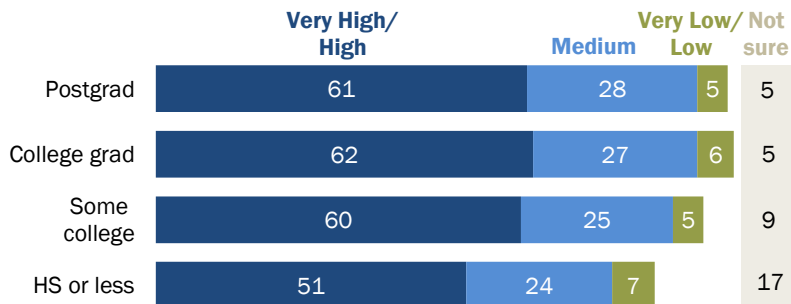**PEW RESEARCH CENTER**

Younger adults are more likely to say AI will worsen people's ability to think creatively, form relationships

% who say the increased use of artificial intelligence (AI) in society will make people's ability to do each of the following ...

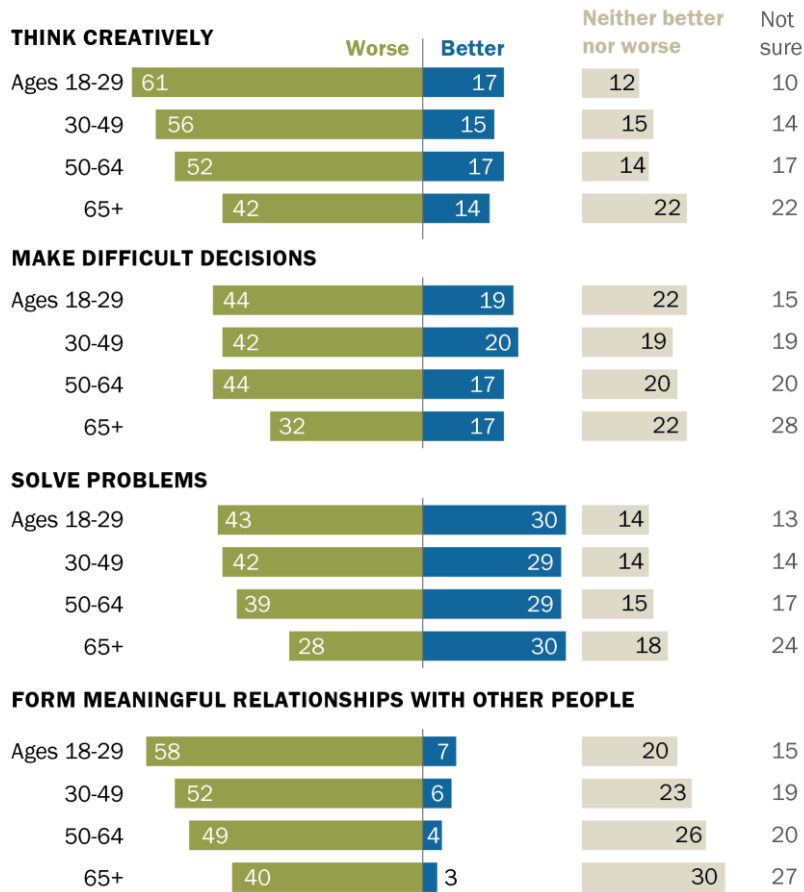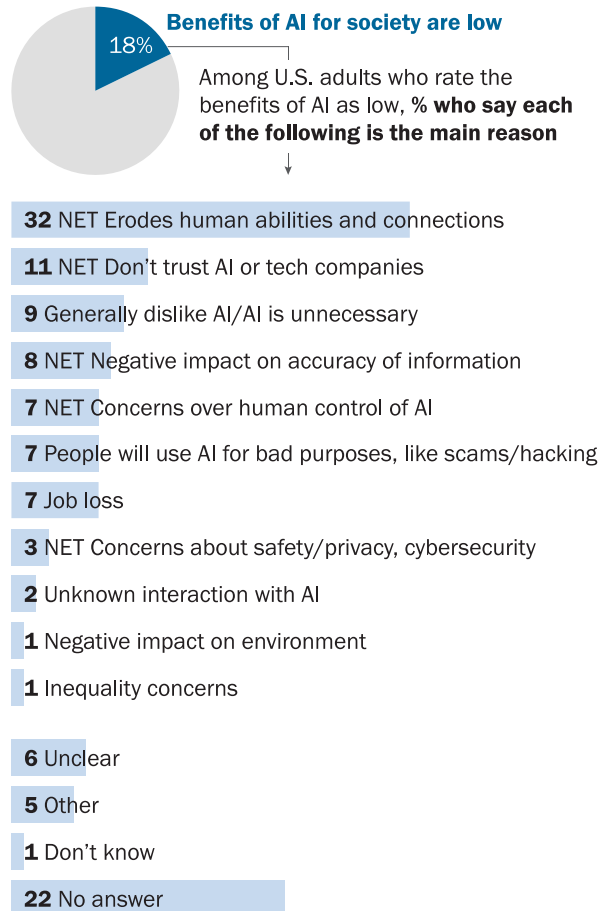|	Worse	Better	Neither better nor worse	Not sure
THINK CREATIVELY				
Ages 18-29	61	17	12	10
30-49	56	15	15	14
50-64	52	17	14	17
65+	42	14	22	22
MAKE DIFFICULT DECISIONS				
Ages 18-29	44	19	22	15
30-49	42	20	19	19
50-64	44	17	20	20
65+	32	17	22	28
SOLVE PROBLEMS				
Ages 18-29	43	30	14	13
30-49	42	29	14	14
50-64	39	29	15	17
65+	28	30	18	24
FORM MEANINGFUL RELATIONSHIPS WITH OTHER PEOPLE				
Ages 18-29	58	7	20	15
30-49	52	6	23	19
50-64	49	4	26	20
65+	40	3	30	27

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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Erosion of human abilities, connections are the most common reasons Americans see the benefits of AI as low

Benefits of AI for society are low

18%

Among U.S. adults who rate the benefits of AI as low, **% who say each of the following is the main reason**

32 NET Erodes human abilities and connections

11 NET Don't trust AI or tech companies

9 Generally dislike AI/AI is unnecessary

8 NET Negative impact on accuracy of information

7 NET Concerns over human control of AI

7 People will use AI for bad purposes, like scams/hacking

7 Job loss

3 NET Concerns about safety/privacy, cybersecurity

2 Unknown interaction with AI

1 Negative impact on environment

1 Inequality concerns

6 Unclear

5 Other

1 Don't know

22 No answer

Note: Verbatim responses have been coded into categories. Figures sum to more than 100% because multiple responses were allowed. Refer to the topline for full category details.
Source: Survey of U.S. adults conducted June 9-15, 2025.
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